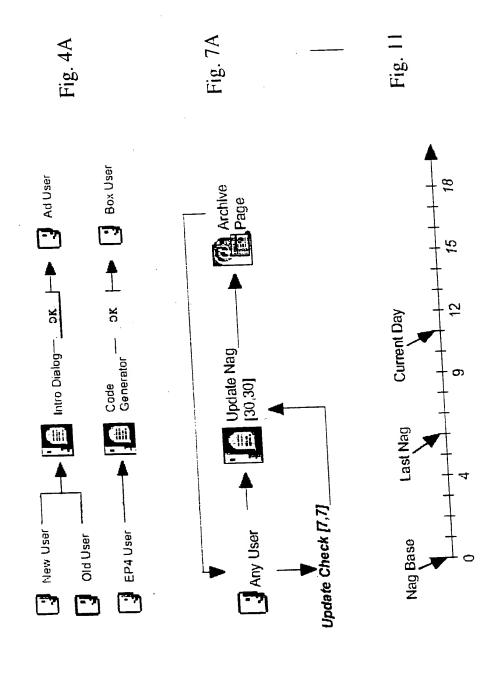


Fig. 34

The control of the co
--

Fig. 3B



Welcome to Eudoral

Mode. Unless you change modes, Eudora will run in Sponsored Mode, meaning Eudore is now licensed in three ways; Sponsored Mode, Paid Mode, and Light it will display ads.

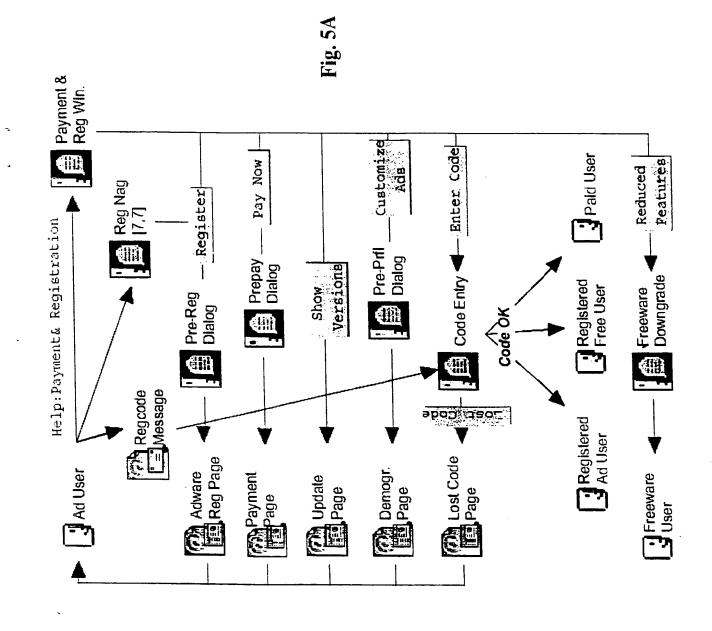
We have done our best to present the ads in a way that respects the work you do in email. By allowing Eudora to display ads, you get the full power of Eudore for free and we can still pay our bills.

If you decide the ads are not for you you can change modes. Paid Mode shows no ads. Current Eudora Pro 4x users will be able to upgrade to Paid Mode for free. Other users will be able to pay a license fee to go to Paid Mode. At this stage in testing, the machinery for Raid Mode is not fully tested, and Paid Mode is unavailable. Light Mode also shows no ads, but has many fewer features.

To switch forms of Eudora, please use the "Payment & Registration". Item in the Help menu. To learn more about the three modes, click on the "Tell Me Plore" button below

Tell me more

Fig. 413



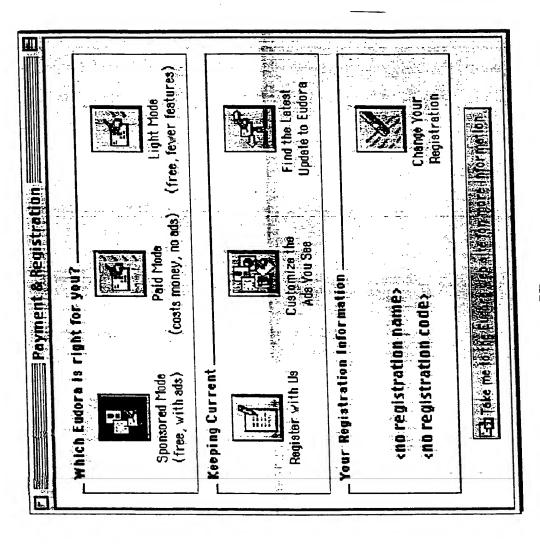


Fig. 5B

rate "	Construction of the Constr		tion page!
Would you like to register your copy of Eudora? As a registered user of Eudora we won't nay you as often as we do. We'll also erect a giant statue in your image on the front lawn of our corporate headquarters (*).	Fun and easy!	Earth)	Take me to the registration bagel
Would you like to register your copy of Eudora? As a registered user of Eudora we want nagyou as often as berect a giant statue in your image on the front lawn of our cheadquarters ( $^{4}$ ).	How cool is that? C'mon register! It's fun and easy!	(* Glant statue offer void on the planet Earth)	
Would you like As a registered use crect a giant statue headquarters (A).	How cool is that	(* Glant statue o	Maybe later

Fig. 5(

Thanks You'll nex registrati e Eu pege e You e Th this regi			Thanks for choosing to register Eudora! You'll next be welked through 8 few quick steps, as described below, before	registration is complete:  • Eudore will open your web browser and take you to our registration page	• you'll fill in some slimple registration information on the web site	We'll then email a Eudora redistration code back to you     The next time you check mail Eudora will automatically recognize	this code and display a dialog box invitting you to commerce information registration information	• la da! You li their become c
---	--	--	--	--	--	--	---	--------------------------------

Fig. 5D

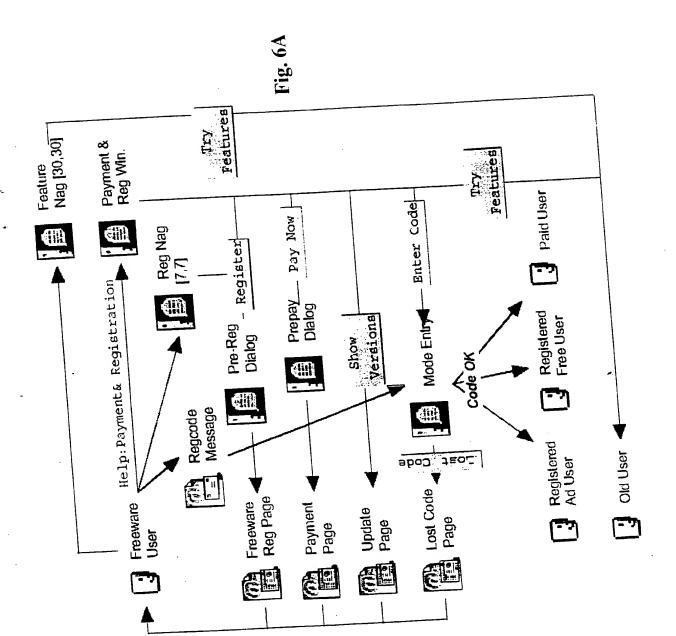
Thanks for choosing in your purchase is complete:  • Eudora will open you go the web site on the web site  • We'll then email a this code and display registration information		Thanks for choosing to purchase Eudora! You'll next be welked through a few quick steps, as described below, before	your purchase is complete:  • Eudore will open your web browser and take you to our Payment & Registration page	<ul> <li>You'll be asked to provide your payment and registration information on the web site</li> </ul>	• We'll then email a Eudora registration code back to you	The next time you check mall, Eudora will automatically recognize this code and display a dialog box, niviting you to confirm your registration information	• Ta-da! You'll then become a Paid imode user. Congretulational
--	--	---	---	--	---	---	---

Fig. 5E

Fig. 5F

Do you really want to switch to the light version of Eudora?  While Eudora in light mode remains a very capable email client, it lacks the power of the full version. Here are some of the feetures you would be giving up, yith checkmarks next to the ones you're using now:  Thuitiple personalities for managing multiple mail accounts or identities multiple personalities for managing multiple mail accounts or identities.  Thuitiple personalities for managing multiple mail accounts or identities.  More powerful filtering  Change the jersonality associated with messages for better originization  Change the jersonality associated with messages for better originization  Change the jersonality associated with messages for better originization  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter  Open a message or mail box in response to a filter on the page of the sage of the
Do you really want to swith while Eudors in light mode remain while Eudors in light mode remain yith checkmarks next to the onesty the checkmarks next to the onesty with checkmarks next to the onesty with the season of your emprises stationery to help you represent the proposer of the

Fig. 5G



the power of the full version. Here are some of the capabilities you could be using Multiple personalities for managing multiple mail accounts or identities 📻 they are displayed in a way that's sensitive to what you're doing when you're in version is free because it is sponsor-supported. That means it has ads in it, but while Eudore in light mode reineins a yery capable email program, it lacks bit These features will be turned on eutomatically, et no charge, when you click of Wowl I want to try all the features! to manage your email (and you'll be getting more of it, we're sure). The full Would you like to try the full-featured yerslon of Eudora? Ptay various sounds when mail arrives depending on your filters Message stationery to help you respond to your mail more quickly Change the personality associated with messages for better organization Check the spelling of your email messages as you type Open a message on mailbox in response to a filler Multiple signatures to help personalize your mail that enticing button below. (C'mon. take a chance.) Print mail directly from filters Hore powerful filtering emell

Cancel

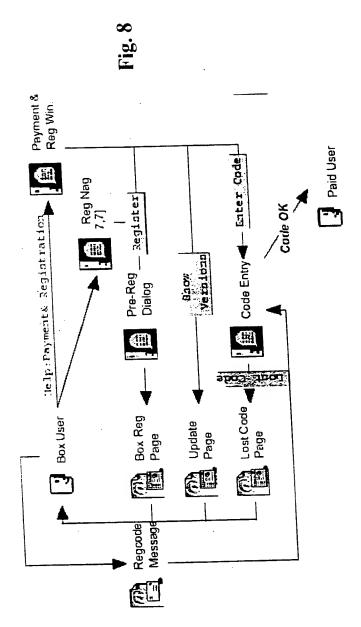
There are updates available to Eudora

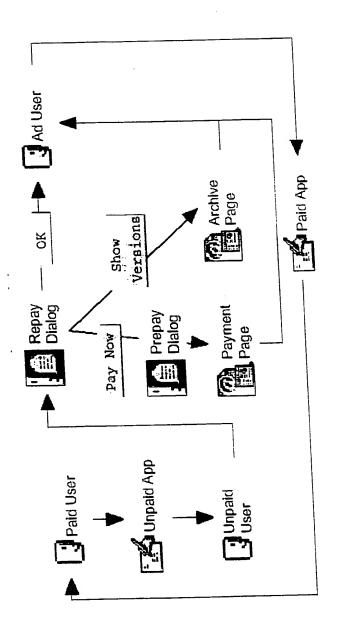
You have Eudora version 4.1. The following updates have become a since this version was released. If you'd like more information any of these updates, simply follow the links. If you'd rather y you of updates, follow this. Endora 5.3 This is a major upgrade, with great new features like automatic .

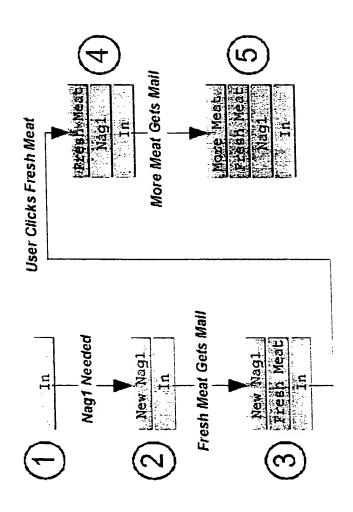
This update is mostly bug fixes. This update is free to you. Endora 4.2

You can buy a printed marnal for Endora. Printed Kanual

Fig. 7B







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e la sampte e d'Élipaire. La company

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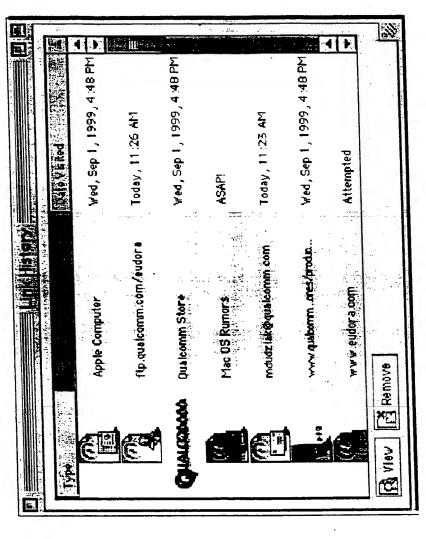


Fig. 12A

ryon Can't Get There From Here
You're not connected to the Internet now. Help me cope.
connect you and visit the site, record a bookmark for is
remind you to visit it next time you are conference.
Viewit Mons
Connect to the Internet and visit t
Bookmark this site to visit 1 Bookmark
Bookmark the site, and remind You Remind Me.
you're connected to the Inter
🗇 Remember your choice for next time

Fig. 12B

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Number Nailchecke Per User Fer Hour	
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## Fig. 13A

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of New Seconds or Pe Devited Advisor A		Seconds 	13 13 13 19 19 19
		of New A Seconds to Fer Pe Desiriend. 7	

Fig. 13B

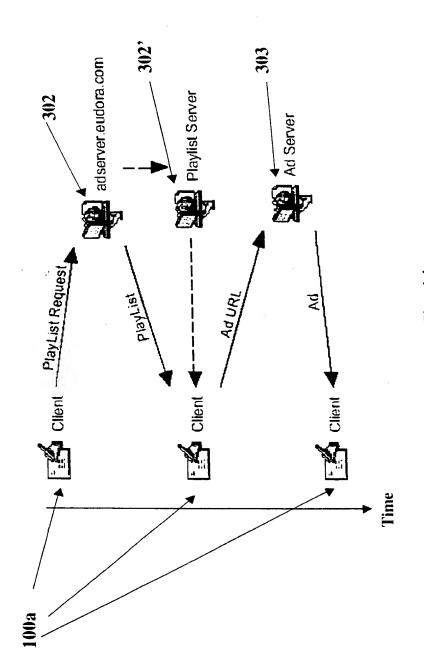


Fig. 14

```
// Main ad scheduler
ScheduleMain
{
// Has a new day dawned?
Do CheckForNewDay
// Are we are within the current ad's showFor?
if ( ad.thisShowTime < ad.showFor )</pre>
// there is nothing to be done
return
// At this point, we know that we need a new ad
// Perform housekeeping tasks on the old one
Do AdEndBookkeeping
 // Pop out of a block if all ads on par
 if ( block isn't all playlists )
 find ad with minimum ad.numberShown
 if ( ad.numberShown >= blockGoal )
 set block to all playlists
 }
 // If we are over our quota of regular ads for the day,
 // look for a runout
 if ( adFaceTimeToday > faceTimeQuota )
 Do ShowARunout
 }
  else
  Do ShowARegularAd
  }
  // end ad schedule main
```

Fig. 15A

```
// We must perform certain tasks when the calendar day
changes.
CheckForNewDay
(if (the calendar day has changed)
// Perform housekeeping tasks on the ad currently showing
Do StopShowingCurrentAd
// Runout ads are charged for a full showFor if they've been
shown
// at all on a given day. Charge any runout ads if they've
been
// shown at all.
for runout ads
if ( ad.thisShowTime > 0 )
ad.totalTimeShown += ad.showFor
ad.thisShowTime = 0
}
// Now, reset the counters for all ads to reflect the fact
that
// a new day has dawned.
for all ads
ad.numberShownToday = 0
// Record yesterday's facetime
// Might not literally be yesterday, be sure to use
// whatever day the app was last run on
set old current day's facetime to totalFaceTimeToday
// and reset our global regular ad facetime counter
adFaceTimeToday = 0
totalFaceTimeToday = 0
// if we were in a block, back out
set block to all playlists
 // end CheckForNewDay
```

```
// This function shows a runout ad, and if it
// can't find one, goes to a rerun
ShowARunout
for runout ads
// has the ad been flushed?
if ( ad.flushed )
try next ad
// are we done showing this runout today?
if ( ad.numberShownToday > ad.dayMax )
try next ad // this one's used up for the day
// are we done showing this runout for ever and ever?
if ( ad.shownFor > ad.showForMax )
try next runout ad // this one's used up forever
// are we between the ad's start and end dates?
if ( ad.startDate < the current date < ad.endDate )</pre>
try next runout ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if ( ad has not been downloaded )
ask for ad to be downloaded
try next ad
}
// ok, we believe we should show this runout
// we are now in runout state
Do ShowAnAd
return
// if we haven't found a runout ad, we will go to "rerun"
state
Do ShowARerun
 // end ShowARunout
```

**Fig. 15C** 

```
// Rerun state. Look for a regular ad to rerun
ShowARerun
for regular ads [ in current block ]
// has the ad been flushed?
if ( ad.flushed )
try next ad
// is this ad recent enough to rerun?
if ( ad.lastShownDate is older than returnInterval )
try next ad
// this one is too old to rerun
// if in block, show ads only if it's their "turn"
if ( ad.numberShownToday >= blockGoal )
 try next ad // need to find a friend in this block
 // are we between the ad's start and end dates?
 if ( ad.startDate < the current date < ad.endDate )
 try next ad
 // the ad is not supposed to run today
 // do we actually HAVE the ad?
 if ( ad has not been downloaded )
 ask for ad to be downloaded
 try next ad
 }
 // ok, at this point we can show this ad, but because
 // we're in rerun, we don't keep the books
  Do ShowAnAd
  return
  // if we get here, we have no ads to show. Punt.
  return
  // end ShowARerun
```

```
// Show a regular ad
ShowARegularAd
for regular ads [ in current block ]
// has the ad been flushed?
if ( ad.flushed )
try next ad
// are we done showing this ad today?
if ( ad.numberShownToday > ad.dayMax )
try next ad // this one's used up for the day
// if in block, show ads only if it's their "turn"
if ( ad.numberShownToday >= blockGoal )
try next ad // need to find a friend in this block
 // are we done showing this ad for ever and ever?
if ( ad.shownFor > ad.showForMax )
 try next ad // this one's used up forever
 // are we between the ad's start and end dates?
 if ( ad.startDate < the current date < ad.endDate )</pre>
 try next ad
 // the ad is not supposed to run today
 // do we actually HAVE the ad?
if ( ad has not been downloaded )
 ask for ad to be downloaded
 try next ad
 }
 // ok, we believe we should show this ad
 // we are now in regular state
 Do ShowAnAd
 return
 // If we get here, we have failed to find a regular
 // ad. Go to runout
 Do ShowARunout
 // end ShowARegularAd
```

```
// Perform necessary housekeeping when we're taking
// down an ad
AdEndBookkeeping
// In rerun state, we don't do any bookkeeping
if ( in RerunState )
return
// Account for at most ad.showFor seconds, provided
// we've shown the ad for at least ad.showFor seconds
// Note that this means we don't charge for time beyond
// ad.showFor seconds, which is important
if ( ad.thisShowTime >= ad.showFor )
ad.numberShownToday += ad.showFor
ad.shownFor++
// we do NOT reset thisShowTime here, we do it in
// AdStartBookkeeping. It actually doesn't matter where
// we do it, provided we are careful NOT to do it for
// runout ads.
}
}
// end AdEndBookkeeping
```

Fig. 15F

Fig. 15H

		۵.	Persistent Ads	Ads
PlayList	PlayList Request			
	\		faceTime	faceTime Used to determine how much advertising to send to client
			faceTimeLeft Not used	Not used
PlavList	PlayList Response Clientinfo	ClientInfo		
			reginterval	reginterval Relatively large: one or more days
			flush	flush Used. Single playlist completely specifies
				list of ads client should have
PlavList	Response	PlayList Response Scheduling Parameters	Parameters	
	•		showForMax Not used	Not used

## Fig. 16A

PlayList Request faceTimeLeft Used to should re PlayList Response Clientinto reqinterval Not used playlist Response Scheduling Parameters	Short-Lived Ads
Response ClientInfo Response Scheduling	faceTime Not used
Response Clientinfo Response Scheduling P	faceTimeLeft Used to determine how many ads client should receive
Response Scheduling	reqinterval Not used. Instead, client requests new playlist whenever ads "run low".
Response Scheduling	flush Not used
Show- oriviax Used to	Parameters: showForMax: Used to determine how long an ad runs

Fig. 16B

41	
Eudora doesn't seem to be getting ads.  For some reason, Eudora is unable to download new ads. Downloading and displaying ads is a requirement for the free full-featured version of Eudora. Please visit the Eudora web site for information about how to resume getting ads.	Invalid HTTP request (Error code: 503)  If ad downloading continues to fail Eudorn Will eventually revert to the Light version which is less powerful.  Take me to the Eudora web site

Fig. 17A



## Something seems to be covering the ad.

It's probably insdvertent, but Eudora has determined that you are covering up, all or a significant portion of an ad. The software is designed to notify you when this happens in the hopes that you will atop covering up the ad. If you don't, this window will keep popping up (which you will probably find quite annoying).

We've always got some good stuff under development back at the home office and life the advertising in Eudora that enables us to continue to develop the software while providing it to you for free. We've worked hard to make sure the advertising isn't annoying and we genuinely hope that you are not deliberately trying to cover the ads because they're bothering you. Of course, you can choose to pay us for Eudora by choosing "Payment & Registration" from the "Help" menuand clicking on "Paid Full Version." Or you can remove whatever is obscuring the ad.

OK

Fig. 17B

Eudora will now revert to a less powerful version.

Eudora has been unable to download ads for quite some time and will now revert to a less powerful version. If you would like more information about why Eudora's features are being reduced at this time, please visit the Eudora web site. You will find information there about how the full-featured version can be reactivated.

We're sorry for this inconvenience.

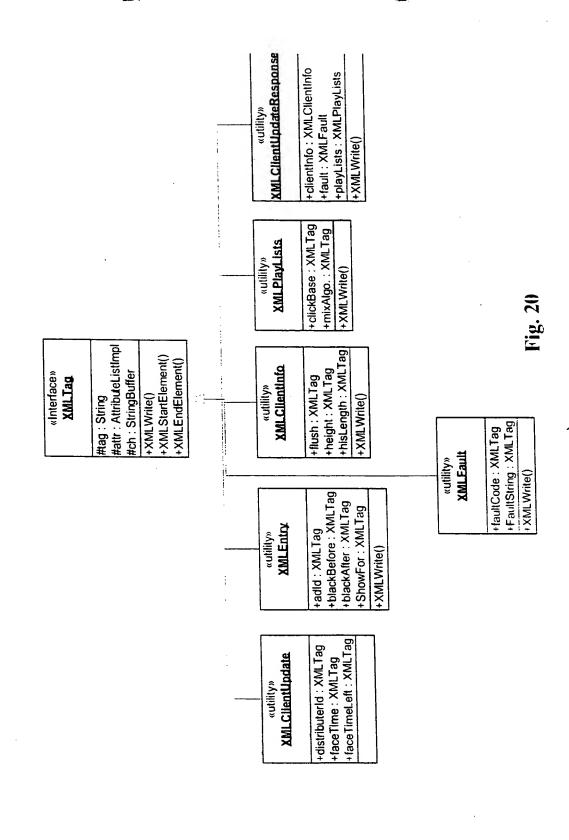
Fig. 17C

We'd like to know how you use Eudora.
In order to make Eudora work as well as possible. It's important that we know how
people use it, we ask users for this way, all you have to do is click "Generate Info" below if you're open to helping us this way, all you have to do is click "Generate Info" below and a message will be created. You can review the contents of the message if you like, and then send it to us or not — that's up to you.
We value our privacy, we're pratty sure you value yours. So we want you to know what we'll be collecting and give you's chance to eliminate anything you don't want to send. Send. Simply uncheck the boxes next to any information you'd rather not send.
Please understand that as soon as we receive your amail, we will throw away the headers that identify the mail as coming from you. You see, we don't actually need to know who you are to find your information helpful. So we promise to protect your privacy and turn you into "Just a number."
It's OK to transmit statistics regarding:
✓ Your demographic data  ✓ Your Net/Eudora usage  ✓ Advertisement Information

Fig. 18A

	topic		i			;							no-qt	ad-fail	tutor	faq	light	search	usenet
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Page		Payment	Freeware Registratio register-free X	Adware Registration register-ad	Box Registrations	Lost Code	Undate	Pro Undate		:	ction		me Missing		· · ·		Users	oort	

Fig. 19



8 The list of available ads advantageously can be built from the following query:

ads = dbCon.prepareStatement("SELECT \* FROM ads WHERE StartDate <= today AND endDate >= today + 30 AND AdType = "I" AND AdStatus = "A" AND ImpressionsServed < Impressions ORDERD BY ImpressionsServed ASC); run out ads = dbCon.preparcStatement("SELECT \* FROM ads WHERE StartDate <= today AND endDate >= today + 30 AND AdType = "R" AND AdStatus = "A" AND ImpressionsServed < Impressions ORDERD BY ImpressionsServed

8 The time required to deliver the ads advantageously can be calculated in the following manner.

face time left for today [seconds] = faceTime[today] - faceTimeUsedToday

predict face time [seconds] = SUM(faceTime[tomorrow], faceTime[tomorrow + 1], ... faceTime[tomorrow + reqInterval])(Comment: Face time left for today is the number of secondes the servict can use to deliver special ads today.)

(Comment: Predict face time is the number of seconds the servlet predicts the user is going to have.)

goal show time left {seconds} = predict face time = faceTimeLeft

(Comment: Goal show time left is the number of seconds that the software provider needs to fill with ads.)

Fig. 21A

```
select ad [according to target = today]
                                                                                face time left for today -= ad.showFor
                                                                                                                                                                                                                                                               goal show time left -= ad.showFor
                                                                                                                                                                                                                                             select ad [according to target]
                                          if ad is not in the history {
                  while (face time left for today ) {
                                                                                                                                                                                                                       if ad is not in the history {
                                                                                                                                                                                                                                                                                                                                                                                                                                                          facetime = 30 minutes
                                                                                                                                                                                                 while (Goal show time left ) {
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    histLength = 31 days
                                                                                                                                                                                                                                                                                                                                                                                                                                   reqinterval = 1 day.
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                face Time Quota is?
                                                                                                                                    next ad
                                                                                                                                                                                                                                                                                                                                                                                                                 Default values:
                                                                                                                                                                                                                                                                                                                       next ad
8 Targeting
```

Fig. 21B

	«Interface»	-dbm : DBManag	+ doPost() + Init() + House ()		: boolean
eutility»  PlayListRequest	'com.jdark.xml.sax.Uriver': Sufring nandleRequest(input: InputSource, ClientUpdate: XMLCttentUpdate): boolean	«utility»  PlayLstResponse	playlistResponse:XMLOlientUpdateResponse handleResponse(XMLClientUpdateResponse:XMLClientUpdateResponse):boolean	«utility» Playl istsGenerator	dbm : DBManager

-dbName: String
-dbLocation: String
+openConnection(): boolean
+getConnection(): Connection
+getConnection(): Connection
+exeSQL(startDate: SQLDate; EndDate: SOLDate): boolean

«Interface» DBManagar

Play List Servlet Main Thread

flow direction Select from ADS where ... XML Parse Request lunch thread

nDBC

Decision / Filter / Targeting

for logging the request information Create Thread

lunch thread

SQL Database

store in table the clinet request information

Create Thread for updating in the ADS table number of impression served

Create Thread for logging the response information

| Generate XML Response

update impressions

store in table the response information